

Notes from April 7, 2008 Task Force Steering Committee Meeting

By Deb Henigson

5.1 WORKING GROUP GUIDELINES

nothing specific

5.2 WORKING GROUP LOGISTICS

Communication issues: how to communicate with task force members w/o violating the Brown Act?

- chatting w/someone on the street vs chatting on email?
- communicating between committee chairs?
- don't want to say "steve, please pass on this msg"

Steve will request for people to opt-in of sharing their email addresses

Aileen says she'll help

Part of the Steering Committee's job is to facilitate interactions

5.3 WORKING GROUP PARTICIPATION

Randy says that the time commitment is daunting to people (the "word on the street" from community-based professionals)

"Small but mighty!" - Adaptation to Climate Change

Built environment could use more participation

Have we advertised to neighborhood associations?

- Randy has recently posted to some community lists

Aileen is waiting for wording approval for a large-distribution email

- recent ad in the Voice
- driving people to the website
- Steve: it will be approved tomorrow
- Bruce: isn't approval only needed for stuff that costs \$\$?
- Steve: if it's coming from a City organization, then the City would like to have some say

Sue: where did the task force go? They were our most dedicated people

Open & free communication is an issue; limitations are "silly"

Aileen says the restrictive approval process is slowing her publicity efforts

- just being able to put notices up (emails, flyers) gets delayed

No specific motion

5.4 TASK FORCE LOGO

Aileen: heard from the city that it's not going to be easy or fast; needs lots of approval

Mike put together a logo based on the city logo

MP's logo is the city logo with "green ribbon task force" on it; maybe we can copy it

Bruce E advocates for an independent logo; not the City's, to reflect the more grassroots nature of the work

Sue wants to help, feels it's important; Aileen says it just takes person-time and effort to get it done

Joan: we want to facilitate! Joan will help Aileen get the guideline info

Bruce E: KEEP program in Palo Alto; stuff the city can't work on, but the public can

- suggests we do this proactively, so we can carry the public part forward from the get-go
- first KEEP meeting Wed 4 - 6 at Mitchell Park

Ignacio: will there be text with the logo? Tagline, etc.

Aileen: just MV Sustainability so far; encouraging public input

Motion: support Aileen and the communications group to move forward with the city on the logo, and table the community split issue for later

5.5 WORKING GROUP MEETING INFORMATION

Ad posted in the MV Voice

There are "a lot" of email groups out there to publicize to

- careful wording so it's not spammy

Two more Voice ads scheduled

Driving traffic to the website

How is the City making meeting dates visible?

- website has schedules of all groups' meetings (updated last Friday)
- working group chairs posting to the google groups
- any changes to the meeting schedules should get posted to the Google Groups first
 - + needs to not count on Steve to make updates to the City website

Aileen is willing to update websites, help maintain pages; Bruce suggests just reminding the chair to update pages

City has an events calendar on the homepage: our meetings should be on it! esp. the public input meetings

- can the city clerk help with this?

Bruce E. suggests a shared google doc that all the chairs can maintain

Various comments on not judging participation by this particular meeting; it's a Steering Committee meeting and therefore not well attended

6 COMMENTS AND REPORTS

Methane amounts from landfill getting re-evaluated to be less of a chunk of our GHG emissions, per new ICLEI report

Energy working group public input meeting: creative, brainstorming, informative, great input.

Read notes online.

Climate Change & rising sea levels presentation; SF Bay Development Commission; Will Travis, speaker (Sue recommends him)

- carpools available, contact Sue

Hunter Lovins speaking at PA City Hall on 4/16

- carpool available, talk to Marn-Yee

Randy says PG&E's Pacific Energy Center is super-helpful; check out their website

<http://www.pge.com/pec/>

particularly recommends their educational programs; all free and very informative

Interested in youth involvement? Talk to Cynthia, she has contacts for schools, high school environmental clubs, etc.

What shall we discuss at our next meeting?

- Outstanding suggestion: template for writing reports? agenda item: develop it
- prioritization methods
- clarify working group output
- budget

Bruce E is on three different working groups; each one is handling info differently; a template will help coherency and focus

- observation: PA submitted ~250 recommendations, so we don't need to whittle down too far

Cynthia: the mission of the group is clear; a lot of the specific committee work has so far been on GHG reduction, but we should as a whole group be clear about sustainability too

Final report: lead-in or appendix to give a little bit of the science behind "sustainability" -- matters of opinion vs. facts

- again make sure that there are items in the report for city and public to work on

Definition of sustainability: Mike has one, Aileen read one

Steve: want to remove obstacles re: Brown Act and communications

- asked the City Attorney about using the google groups to allow the steering committee to communicate to the task force
- there is some flexibility, if we define the communications
- discussion ensues